

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

November 15, 2007

**Piccadilly Inn University
4961 North Cedar Avenue
Waldorf 5 Room
Fresno, CA 93726**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Hector Ramirez called the meeting to order.

Commissioners Present: Hector Ramirez, Chair
 David Kears, Vice Chair
 Carla Dartis
 Maria Minon, M.D.
 Molly Munger

Commissioner Absent: Don Attore
 Eleni Tsakopoulos-Kounalakis

Ex Officio Member Present: Diane Levin

Ex Officio Member Absent: Joe Munso

Chair Ramirez welcomed Policy Director Diane Levin as designee for David Long, Secretary of Education, and announced the recent appointment of Eleni Tsakopoulos-Kounalakis, a new commissioner who will join First 5 California at its January meeting in Sacramento. Chair Ramirez acknowledged and thanked Dr. Lou Vismara for his many years of outstanding service to the commission and to California’s youngest children. The commission will recognize Dr. Vismara’s accomplishments and contributions to the commission at the January commission meeting.

Agenda Item 2 – Executive Director’s Report

Kris Perry, Executive Director, provided an update and reported on the following items:

CNN National Media Coverage

Ms. Perry represented First 5 California along with other experts at CNN’s first Fit Nation Summit in New York City. The Summit was led by former President Bill Clinton and addressed proposed solutions on obesity prevention and the importance of healthy choices for young children.

Strategic Plan

Ms. Perry provided commissioners with a copy of the completed 2008 Strategic Plan that sets the direction and establishes the goals for First 5 California. This accomplishment was

made possible due to the outstanding efforts of First 5 California staff and the commissioners. Ms. Perry thanked the First 5 Association and all of the counties for participating in the strategic planning process.

RAND California Preschool Studies

The first two of three RAND California preschool studies were released in November at a press conference in Sacramento. Commissioner Molly Munger represented First 5 California at the media event hosted by Washington Elementary School.

The studies are the most comprehensive look to date at readiness gaps when children enter school and achievement gaps in early elementary school in California. The findings include:

- The readiness gaps in early grades mirror the readiness gaps in later grades.
- Effective pre-kindergarten narrows these gaps.
- Now is the time to ensure that the kids who need services the most have access to pre-kindergarten.

Two more studies will be released next year that will look at the differences in and quality of early care arrangements.

Blue Ribbon Commission on Autism Report

The California Legislative Blue Ribbon Commission on Autism Report was released in September, which details findings and recommendations on how to close the gaps in programs, services and funding for Californians with autism spectrum disorder and their families. The report relates to the First 5 California Strategic Plan and other program work, such as the Special Needs Project and Early Childhood Mental Health.

Ms. Perry recognized three members of the Legislative Blue Ribbon Commission for their important work on this report: Commissioner David Kears, former Commissioner Dr. Lou Vismara and Commissioner Eleni Tsakopoulos-Kounalakis.

Health Care Reform

On November 6, the Legislature unveiled a new universal health care plan. The policy provision of this bill is proposed to be financed by a \$2 per pack increase in the tobacco tax, which would require voter approval, probably in November 2008. The legislative summary of the proposal indicates that there will be a backfill provision for Proposition 99 and Proposition 10.

Oral Health Demonstration Project

All demonstration sites have received a copy of the final evaluation report and have been asked to review and provide feedback. A summary of the comments received will be completed in December.

MEES (Migrant Education Even Start)

MEES held its statewide conference on November 13-16, 2007 at the Holiday Inn Capitol Plaza in Sacramento. Commissioner Attore was the Keynote Speaker and has been a strong advocate for all of California's children, including migrant families.

School Readiness Reporting Requirements Training

Six School Readiness training sessions were held in October, four on-site and two on-line. Of the 43 counties who attended, 22 participated on-site and 21 on-line using the GotoMeeting software that portends greater cost efficiencies by reducing the need to travel.

Special Needs Project Evaluation

Staff revised the Special Needs Project evaluation, focusing research questions to determine whether the Project is meeting its objectives. For those sites showing outstanding performance, staff will conduct targeted case studies to extract best practices.

Staff is selecting a vendor to assist in securing an IT contractor to build a data system, which will support the Evaluation Framework. The Request for Proposal (RFP) will reflect the latest information on similar data systems on the market to ensure a comprehensive, user-friendly and cost effective system.

Annual Report

All 58 counties submitted Annual Report data by the November 1 statutory deadline. First 5 is on schedule to deliver a newly formatted Annual Report to the commission in January 2008.

CARES

First 5 staff launched a CARES data system, which allows counties to electronically submit their required CARES program reports to First 5 California. In addition, First 5 is in the process of administering a survey to CARES program participants to evaluate field and site retention. The results should be ready in early 2008.

Southern California County Commission Wildfire Evacuees

The county commissions in the southern region rallied and contributed support and resources during the recent Southern California wildfires to make services available and to assist other agencies in getting services where they were needed most. Ms. Perry acknowledged county commissions who helped to make sure those services were coordinated to reach the children in the community.

Corporate Partnerships

First 5 California announced its partnership with Westfield shopping malls throughout the state to deliver First 5 F.A.N. Club childhood obesity prevention messages. The partnership consists of branding, message placement and collateral distribution, valued at nearly \$1.5 million, and will run through March 2008. First 5 California also negotiated a variety of ways for local commissions to be involved with Westfield malls in their areas.

At a kick-off event announcing its new partnership with Westfield, First 5 California hosted a press event at the Westfield Fashion Square in Sherman Oaks to reinforce the importance of making healthy choices for children.

APIA Childhood Obesity Prevention Campaign

First 5 is approaching the second phase of the nationally recognized childhood obesity prevention campaign targeting the Asian and Pacific Islander American (APIA) communities. On November 27 at First 5 Alameda, the next phase begins with a media roundtable for Bay Area APIA reporters and continues into 2008 with a symposium in Southern California for

community-based organizations, community leaders and APIA-focused preschool and childcare centers.

Leading Ladies for School Readiness

Two additional counties, First 5 San Joaquin and First 5 Alameda, have launched the Leading Ladies for School Readiness pilot program. They join First 5 Riverside, First 5 San Bernardino and First 5 Sacramento in this historic outreach effort.

Latino Outreach

In October, First 5 coordinated segments with Univision in Los Angeles and Sacramento to highlight First 5 California's recent \$20 million commitment toward a statewide health access program. As part of these segments, First 5 collaborated with the Los Angeles and Sacramento First 5 county commissions to highlight their local Healthy Kids Programs.

As a result of our successful partnership with Univision, First 5 also secured a 30-minute segment on Univision San Francisco's public affairs show to highlight First 5's key health initiatives. County Commissions in San Francisco and Santa Clara were involved in this segment to create awareness about some of their key health programs.

Chef Lala

At the last commission meeting, First 5 announced its partnership with renowned Mexican-American Chef and nutritionist Laura Diaz, or Chef LaLa. First 5 is currently working with Chef LaLa on a recipe booklet with a Latin flair. The booklet, which will be launched early next year, will include 10 recipes and tips on nutrition to encourage families to incorporate healthy habits into their daily lives.

County Commission Technical Assistance

First 5's County Technical Assistance (TA) Team has had great success in collaborating with the county commissions to maximize press opportunities.

In October, First 5 Sacramento worked with the state commission in developing a segment for KCRA's morning show to highlight its annual children's celebration at FairyTale Town. First 5 Sacramento Chair Roger Dickinson appeared on KCRA alongside Clifford the Big Red Dog, Curious George, and a group of young children from a local choir.

Ms. Perry highlighted the success in the Bay Area region and the media coverage being generated by counties across the state. She congratulated the counties for continuing to earn public recognition for the great work being done.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Sherry Novick, Executive Director of First 5 Association, provided an update on Association activities:

- After the Association meeting, First 5 Fresno arranged a site visit to Exceptional Parents Unlimited (EPU). EPU is home to the First 5-funded centralized Assessment Center for Children, as well as multiple evidence-based programs, all in one location and operated collaboratively to meet the needs of children 0-5 experiencing, or at risk of, developmental delays.

- The site visit demonstrated the use of First 5 county funds to leverage comprehensive services for children and families, both through direct funding and by convening public and private agencies to optimize their collaboration and mutual problem-solving.
- County commissions have just completed the annual reporting requirements. A massive amount of data compilation was submitted to the state commission as a result of new legislation being accomplished under the guidance of the State Controller's Office requiring expanded audits.
- The Association engaged in discussions on how to involve local legislators and elected officials to see the value of the investments of First 5 within their own communities and constituents.
- Counties continue to focus on best use of resources, assisting families that otherwise would not have services, including prevention services.
- The Association plans to step up its training program due to the slow but steady turnover among senior county commission staff as Proposition 10 nears its 10th year of implementation. A fiscal/administrative training event is planned for February and other training components are in development for meeting throughout the year.
- Draft copies were distributed on the Association's compilation of resources for child obesity prevention, including curricula for preschool-aged children, best practices, and county commission-funded activities.
- Association members participated in the Small Population County Workgroup to discuss the commitment of larger counties in supporting the smaller ones, including the importance of statewide mutual assistance.
- The Association will discuss at their January meeting ways on how to link county strategic plans with the state strategic plan.

PUBLIC COMMENT: None.

Agenda Item 4 – Host Region Welcome

Steve Gordon, Executive Director of First 5 Fresno, introduced the producers of *0-5 in 30 minutes*, a weekly public television program jointly funded by the First 5 Commissions of Fresno, Merced, Madera, and Tulare, who provided an overview of the program.

- It is the only magazine-style parenting program on public TV and is watched by 31,000 viewers per week.
- Both men and women watch the program, with a larger number of men than women watching on Sunday mornings.
- The program features programs and resources accessible to viewers in the Central Valley and is close-captioned in Spanish.
- The program content is converted into narrative and posted on the station's Web site, including links to all the agencies and resources featured on the show.
- The program's major topic areas, include quality child care, child health and safety, school readiness, nutrition and fun family activities.

Commissioner Dartis inquired if content of the program is accessible to the Southeast Asian population. She suggested partnering with other community organizers to help bridge the language differences.

PUBLIC COMMENT:

Representatives of Radio Bilingue commented on the importance of reaching the Mixteco population, who make up a large portion of the farm worker population in the Central Valley and elsewhere and who frequently do not speak English or Spanish.

Agenda Item 5 – Committee Reports

Stacie Sormano, Deputy Director of Research and Evaluation, presented a proposal for technical assistance and evaluation of the Special Needs Project (SNP) that had been approved at the July commission meeting.

First 5 California staff developed a new research plan for the SNP to evaluate whether the demonstration sites collectively and individually meet the Request for Application (RFA) objectives and focus appropriately on the RFA emphasis areas. After First 5 determines which demonstration sites exhibit the strongest performance, staff will target those sites for case studies to identify best practices related to specific objective and emphasis areas.

First 5 staff proposed leading the SNP evaluation, coordinating and summarizing the work of contractors as appropriate. The evaluation components will be coordinated through:

- Proposition 10 Evaluation Data System (PEDS)
- School Readiness Program Survey
 - focused on questions related to the SNP objective and emphasis areas
- Qualitative Analysis
 - based on a protocol developed by the SNP technical assistance contractor
- Family Survey
 - multiple languages
- Case Studies
 - targeted on sites demonstrating the strongest performance and identifying best practices

Vice Chair Kears stated that clearly there is a shortage and dearth of screening, access and assessment opportunities for children 0-3, a problem which no single group or approach can address alone. He asked how First 5 can participate collectively with other groups to expand and sustain assessment efforts. He asked how First 5 would act as a catalyst in pulling these group efforts together.

Sarah Neville-Morgan, Deputy Director of Program Management, announced the convening of a two-day meeting in January with the SNP sites, including a discussion of the Blue Ribbon Task Force recommendations. First 5 staff will also attend the Association's upcoming meeting of its Early Childhood Mental Health group and are focusing on ways to bring all of the work together.

Commissioner Minon cautioned against focusing on individual diagnoses; an approach is needed that screens for a range of issues, not one that tries to solve problems one diagnosis at a time. She stated that we still have a lot to learn about what is a best practice.

Commissioner Munger asked where First 5 is in the process of policy development. She questioned if First 5 would be ready to know what should be done in the area of early screening or is First 5 still going to be enriched by information coming out of the SPN.

Ms. Perry stated that this process is complicated and many states are far ahead of California. They do not use a single tool or system. She predicted a time, perhaps a year away, when First 5's recommendations will be clear and the policy window will open.

Chair Ramirez asked if First 5 has developed criteria on how school readiness is defined in order to determine whether the SNP is successful in improving the school readiness of children with disabilities and other special needs.

Ms. Sormano stated that the definition of school readiness is not necessarily well defined. It would be best to look at how kids are performing in relation to their peers, but the current program design does not allow for this. Ms. Sormano questioned the possibility of changing the data being collected by participating counties midway through the project, but stated it is an issue that can be explored further.

PUBLIC COMMENT:

Debra Gossell, Commissioner from Solano County and early intervention specialist, pointed out that the Desired Results Developmental Profile, Access version, measures the readiness of children with disabilities to enter kindergarten. She suggested that the SNP sites could use this to measure school readiness if they are not already doing so.

Agenda Item 6 – Legislative Update

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on the special session health care reform proposals and on the regular session.

The democrats unveiled a new health care plan on November 6. The plan is proposed to be financed in part through a \$2 per pack increase in the tobacco tax, which would most likely require voter approval November 2008. The health care reform proposals are majority vote bills. The proposed funding for this plan includes: employer fees, hospital fees, employee premiums, and the referenced tobacco tax.

The democrat's legislative summary of this health care plan states that the language for the tobacco tax will include a backfill provision for Proposition 10 and Proposition 99, which would be included in an initiative. The Governor's health care proposal was recently discussed at an informational hearing in the Assembly Health Committee, which has not yet been introduced as a bill. The democrats, Governor and stakeholder groups continue negotiations on major provisions of this plan, including employer fees and affordability.

Ms. Jones highlighted the final outcome of three bills the commission supported during the regular legislative session:

- The Governor signed SB 7 (Oropeza), which makes it an infraction, punishable by a fine for a person to smoke in a vehicle in which there is a minor present.

- The Governor signed AB 1080 (Mullin), which gives greater guidance to the California Department of Education in the administration of the state preschool program established last year in AB 172 (Chan).
- The Governor vetoed AB 834 (Hayashi), which would have modified existing provisions affecting the Community Dental Disease Prevention Program. In his veto message, the Governor expressed concern that the bill created fiscal pressure and directed the Department of Public Health to work with stakeholders to address some of the issues administratively.

Vice Chair Kears noted that the hardest part of the health care reform proposal is the financing. He stated that he did not think it was appropriate to use a tobacco tax as a vehicle for funding as it is a diminishing revenue source.

PUBLIC COMMENT: None.

Agenda Item 7 – Consent Calendar

The commission considered approval of the consent agenda items:

- The September 20, 2007 Commission Meeting Minutes
- Contract ratifications and amendments to the following contracts: CCFC-7085, 7087, 7088, 7093, CFF 4514, 4508, 4506

MOTION/ACTION: Commissioner Minon moved that the commission approve the consent calendar. The motion was seconded by Vice Chair Kears.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 8 – Small Population County Funding Assessment Project

Kris Perry, Executive Director, requested the commission approve continued funding for the small population county augmentation, in an amount up to \$3.5 million annually, for Fiscal Years 2008-09, 2009-10 and 2010-2011.

In January 2007, the commission requested First 5 California to lead a collaborative workgroup to look at the issues regarding small population counties and First 5's augmentation. A Small Population County Funding Assessment Workgroup was established and tasked with reviewing numerous solutions for potential long-term funding of small counties. The Workgroup identified a potential long-term funding solution, which included a 50% contribution from the state commission and a 50% contribution from the counties. The proposed revenue source to fund the counties' portion of the long-term funding solution is the Surplus Money Investment Fund (SMIF). While the interest earned on county monies held in the California Children and Families Trust Fund may be a viable long-term solution, it requires legislative action prior to implementation. In addition, the Workgroup has been unable to reach consensus on the funding model.

Ms. Perry recommended the commission not move forward with the SMIF solution. Pursuing legislative changes to the current Proposition 10 funding model at this time is questionable, especially in light of recent public discussions regarding federal tobacco tax legislation, health care reform discussions and legislative proposals to redirect Proposition 10 funding. She further recommended that the commission hire a contractor to assist the

Workgroup with the development of an updated funding model and maintain minimum funding for the smallest counties.

MOTION/ACTION: Commissioner Dartis moved that the commission continue augmenting small population counties as follow:

- Hire a contractor with expertise in financial modeling to assist the Small Population County Funding Assessment Workgroup with the development of an updated funding model.
- Identify a funding model for Fiscal Year 2009-10 and beyond no later than January 2009. This may result in the reduction of the total amount of First 5 California funds needed to augment small population counties either by identifying other sources of revenue, or by modifying the formula. The implementation of an updated funding model may result in a reduction of the number of counties who are eligible, or may result in a reduction in the amount of funding counties currently receive, or both.
- Maintain the minimum funding for the smallest counties and augment small population county commissions using current birthrate data for a total amount not to exceed \$3.5 million annually for Fiscal Years 2008-09, 2009-10 and 2010-2011.

The motion was seconded by Commissioner Munger.

Commissioner Dartis expressed concern that the \$3.5 million, which is based on old birthrate data and has not been updated to reflect increased costs, could actually represent a loss of purchasing power and decline in services.

Ms. Perry responded that most augmented counties receive the bulk of their funds from the tax revenue; it is only in the smallest eight counties that this represents the majority of their operating money.

Vice Chair Kears noted that the revenue base in relation to need is declining for all commissions, resulting in everyone having to reduce costs or find more funding sources. He urged county commissions to adopt the most cost efficient administration possible and join together where possible to create greater economies of scale.

Commissioner Dartis asked if there is a contractor who can take the Workgroup beyond its current thinking and if the work might be completed by the summer of 2008. Ms. Perry called that an ambitious timeline, but said it is possible that a preliminary report could be ready in May. Commissioner Dartis complimented the Workgroup for its efforts and the counties for their willingness to support each other.

Commissioner Munger asked for clarification on the motion regarding the difference between small population counties and the smallest population counties. Ms. Perry explained that the motion requested maintaining the \$200,000 annually in funding to the eight smallest counties and utilize the remaining funds to fund the other small population counties.

Chair Ramirez noted the financial model will be only as good as the organizational structure it supports and that it may be necessary to create new structures.

PUBLIC COMMENT:

Ellen Vieira (Executive Director of Plumas County), stated that counties are always working to reduce administrative costs in order to maximize programs for children. She thanked the commission for its support of small population counties. She reiterated the importance of First 5 funds for services that would otherwise not exist.

Christina Arrostituto (Executive Director of Solano County) expressed her support for on-going funding for the small population counties because of the importance of the statewide impact of First 5.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 9 – Public Television Education Partnership (Science Readiness Show)

Sarah Neville-Morgan, Deputy Director of Program Management, presented a proposal to partner with KCET on a new daily science show for preschoolers entitled *What's the Big Idea?* (*WTBI?*). *WTBI?* is a child centered, family focused, newly animated children's series co-produced by KCET and the Jim Henson Company with the objective of helping children in their instinctive quest to understand the world around them.

The commission was requested to approve funding in the amount of \$4 million over a two-year period for production, outreach and evaluative research of the series. There is a two-year broadcast commitment from PBS for the series to be in the prime time daily morning block.

The series focuses specifically on early childhood science education and is designed to help children understand the world around them and encourages a scientific way of thinking. Each episode is built around a topic that plays a major role in a preschooler's life. The main character of the show is Josh, who continually asks questions and examines the world from the point of view of a four-year old. He has a group of friends and family which reflects cultural diversity with parents and teachers as role models. In addition, this program also includes an interactive Web site and educational outreach to parents and caregivers.

Ms. Neville-Morgan reported on a study that found children exposed to age-appropriate educational programming demonstrated advantages in school readiness. There are long-term benefits of viewing educational television during preschool years. A study found that adolescents who watched informative educational programs as preschoolers demonstrated better overall grades, specifically in English, math and science. Research also shows that learning from a television show can be enhanced when parents or caregivers are involved with children's viewing. Positive learning effects exerted by quality programming are amplified when the family environment encourages and supports quality learning activities.

Each of the *WTBI?* educational media strands (TV, Web, outreach and supporting materials) creates a comprehensive cohesive approach aimed at building a connective learning environment for the children and families who view the series. Both the Web site and Educational Outreach component are designed to help children learn science, by teaching the *adults* how to support learning.

First 5 California met with KCET to discuss the possibility of a series of paid radio spots on Spanish-language radio that would include a tip on how parents can encourage their children's explorations, and also promote viewing of the series at the same time.

The curriculum behind the series is developed by preschool educators, with an advisory board of experts in both early childhood education and science. The preschool curriculum uses the natural curiosity of children in the world around them to weave in other skills at the same time such as math, literacy, and emotional competency/social cooperation.

KCET, in collaboration with the First 5 California Research and Evaluation Unit would jointly develop and conduct a summative evaluation to determine whether children learn from the series. This would include experimental testing of groups of children ages 2 to 5 in the target audience across varying demographics. The evaluation would consist of control and treatment groups to test whether series viewing leads to improved science inquiry skills.

In keeping with First 5 California's strategic goals, this project ties in with the Strategic Plan and is aligned under two main goals: innovative programs and broadening public awareness.

The series provides the opportunity for First 5 to increase the depth of its national partnerships and affiliations. In addition, multiple goals in the Strategic Plan are supported through this two-year partnership for a nationally broadcast PBS children's show. *WTBI?* would also be an additional opportunity for First 5 to increase national visibility as a leader in early education as the series is broadcast on PBS stations across the country. A 15-second First 5 California spot will run with every program.

The total projected cost of the series is \$16.8 million. The \$4 million from First 5 California is approximately ¼ of the total funds needed. The program has received \$5 million in other committed funding and a \$3 million request is pending. The producers expect that the remainder of the funds will be raised through corporate underwriting and are in discussion with potential candidates.

MOTION/ACTION: Vice Chair Kears moved that the commission approve funding in the amount of \$4 million over a two-year period for a partnership with KCET for production, outreach and evaluation of the Science Show *What's the Big Idea?* The motion was seconded by Commissioner Munger.

Several Commissioners questioned the financial security of the program, given that less than half of the funding had been committed.

Ms. Neville-Morgan explained that KCET is confident that total funds will be raised.

PUBLIC COMMENT:

Hugo Morales (Commissioner of First 5 Fresno and founder of Radio Bilingue) stated his concern about the cultural competence of public broadcasting programs, which continues to not serve the needs of African American and Latino populations. He stated that these

under-represented populations should have a strong representation in the creative and decision-making roles of this project.

Jesus Lozano, station monitor for KBBF, a bilingual public radio station, voiced the need for African American and Latino populations' inclusion in the project.

Commissioner Dartis asked what the ethnic representation was in terms of production.

KCET officials responded that KCET takes ethnic diversity very seriously and has been honored by the National Hispanic Media Coalition for its programs and employment practices, both in front of and behind the camera. Discussions are underway with four corporate underwriters to complete sufficient production funding.

Commissioner Kears stated the need for data that shows who is being reached by First 5 outreach funds intended to reach populations representing the largest population growth in the state and those most underserved.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 10 – Committees (Creation and Membership)

Jerri Dale, Chief Deputy Director, requested the commission create a new Program Committee and address committee members on the Legislation Committee.

The proposed Program Committee would serve as an advisory body to the commission. Sarah Neville-Morgan, Deputy Director of Program Management, would serve as staff to the committee. The creation of a Program Committee is the next step in making the connection between First 5's new Strategic Plan and program funding decisions.

Ms. Dale noted another area that needed to be addressed was the vacancy on the Legislation Committee, previously filled by Commissioner Vismara.

Ms. Dale announced that Camille Smith, Administrator of Program Management, will serve as staff to the Equity Principles Committee.

Chair Ramirez noted that Commissioner Tsakopoulos-Kounalakis has expressed an interest in serving on the Legislation Committee.

MOTION/ACTION: Commissioner Munger moved that the commission approve a new Program Committee. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

MOTION/ACTION: Vice Chair Kears moved that the commission approve Commissioner Dartis and Commissioner Munger to serve on the Program Committee. The Motion was seconded by Commissioner Minon.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

MOTION/ACTION: Commissioner Munger moved that the commission approve Commissioner Tsakopoulos-Kounalakis to serve on the Legislation Committee. The motion was seconded by Vice Chair Kears.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 11 – First 5 California Programs

Sarah Neville-Morgan, Deputy Director of Program Management, provided an overview of existing First 5 California Programs as requested by commissioners at the September 20 commission meeting.

Matching fund programs include:

School Readiness

Term of Funding: Cycle 1: 2001-08; Cycle 2: 2006-12

Investment: Total First 5 California \$413 million; 1:1 local match with county commission

Partners: 58 county commissions

Objective: To prepare children to enter school ready to learn

Summary: Over 200 programs in Cycle 1

Result: Over 60% of School Readiness (SR) programs serve bilingual and bicultural families

Chair Ramirez stated that he was unclear on the measurement of success and the impact of the SR program. He asked whether the commission will see an impact/increase in scores of children in low API schools.

Ms. Neville-Morgan stated that the evaluation component is primarily demographic and not designed to capture that impact information. She stated that it is not feasible to make major changes in the data collection this late in the process.

Ms. Perry explained that the SR program was designed to meet local needs, so comparability and attribution are not necessarily results that will be seen, unlike Head Start programs, where every site follows the same model.

Commissioner Dartis stated that the commission should be in a position to tell a compelling story about systems change and improved outcomes through the program.

Vice Chair Kears emphasized that the costly data collection and evaluation needs to measure the value of the program and not merely tell us what we already know. Ms. Perry reminded commissioners that school readiness is the overarching mission of the commission and its biggest investment. She stated that the program cannot necessarily take the credit or blame when API scores change in a community.

Chair Ramirez expressed concern that the providers be able to implement useful data collection.

Power of Preschool

Term of Funding: 2005-June 2010

Investment: \$100 million (\$90 million for demonstration projects; \$10 million for quality enhancement)

Partners: 9 county commissions

Objective: To provide high-quality, part-day preschool programs with a focus on underserved and high-priority communities

Summary: Preschool curricula, health, nutrition services for 3 & 4-yr olds

Results: 7,200 children were served 2005-07; first evaluation data 2006-07 is currently being collected to evaluate the quality of teachers and facilities; screening and assessment efforts; participant improvement over the school year; and parent satisfaction of programs

Commissioner Munger asked how many new spaces were created and how many were upgrades.

Ms. Neville-Morgan stated that approximately 25% of children were served in new spaces and 75% were served in improved spaces.

Special Needs

Term of Funding: 2003-09; 4-yr allocation (2005-09)

Investment: \$22.4 million (\$11.4 million to county commissions with 1:1 match on demonstration projects; \$7.5 million for training, technical assistance and evaluation; \$3.5 million for the Infant Preschool Family Mental Health Initiative, which has concluded)

Partners: 10 county demonstration sites

Objective: To improve school readiness of children with disabilities and other special needs

Summary: Screening services to improve identification

Results: 2,553 children were screened in 2005-06; 50% referred for further assessment and/or services

Commissioner Munger asked that if it had not been for this program, would these children have been screened. Ms. Perry confirmed that the vast majority of these children would not have been screened.

Chair Ramirez asked how this work relates to Proposition 63. Vice Chair Kears responded that Proposition 63 is a matter of local decision-making and that planning is underway currently at the county level. He encouraged local commissions to take advantage of this connection opportunity.

Health Access

Term of Funding: 2005-2010; 4-yr allocation

Investment: \$46.5 million; 1:4 county commission match

Partners: 25 county commissions

Objective: To ensure all children have health insurance coverage

Summary: Funds county Healthy Kids programs

Result: Provide free or subsidized health coverage to over 17,000 children who would otherwise be uninsured

Commissioner Munger wondered whether the state commission was effective in shaping the program at the local level, given the match rate of only 1:4.

Ms. Perry explained that this was part of a larger effort that had begun at the county level. The state commission recognized the opportunity to contribute toward the premiums that were being disbursed at the county level whose dimensions were already established.

Vice Chair Kears added that it was part of a larger initiative to get universal health coverage for all children with the idea to create momentum for that. He stated that First 5 California is just a small part of a larger process. Ms. Neville-Morgan stated that a lot of the demonstration projects try to showcase something on where the need is and then become a greater part of that movement.

Comprehensive Approaches to Raising Educational Standards (CARES)

Term of Funding: 2005-09; (Program started in 2000 and has gone through several rounds of funding)

Investment: Currently \$30 million; total First 5 California investment of \$75.8 million

Partners: 43 county commissions

Objective: To increase education and retention of early learning workforce

Summary: Provide incentives and support through three components

Result: Approximately 68,500 stipends/benefits issued between 2000-01 and 2005-06

Commissioner Munger asked why, of the 12,800 participants who received support in 2005-06, only 1,340 had achieved child development permits or higher education degrees.

Ms. Neville-Morgan explained that it takes a long time to complete the necessary units, especially for providers who work full-time. CARES has transformed the child development field by including the permit requirement for participants even if they do not work for state-subsidized programs. This previously was the primary place providers with permits were found. Furthermore, CARES has focused on participants' educational plans to ensure that the units received contribute toward permits and degrees.

Chair Ramirez stated that the challenge for the future will be to look at the various components of the CARES program and see where First 5 funds have the biggest impact since there will never be sufficient funding to compete with the salaries of kindergarten teachers.

Commissioner Dartis agreed that the commission may need to rethink the elements of the program and its specific goals. Commissioner Dartis cautioned First 5 to not see these results as a means to determine the impact and significance of these programs.

Contract Programs Include:

A Place of Our Own / Los Niños en Su Casa

Term of Funding: 2004-09

Investment: \$14 million

Partners: KCET, PBS stations, R&R agencies, First 5 School Readiness and CARES programs

Objective: To improve caregivers and parents' knowledge and practices

Summary: KCET produces *A Place of Our Own* and *Los Niños en Su Casa*

Result: Peabody, Parent's Choice, and other national awards; Season two evaluation showed improved caregiver practices in a variety of domains; 1.42 million viewers per week from the national airing of the program

Commissioner Munger asked what the main difference was between this program and *Zero to Three in 30 Minutes*. Ms. Neville-Morgan stated that this series has more of a statewide approach and is presented in a talk show setting with segments shot in Spanish. *Zero to Three in 30 Minutes* distributes its information in a magazine style format.

Oral Health

Term of Funding: 2004-08

Investment: \$10 million

Partners: Dental Association and Dental Health Foundations

Objective: To improve prevention and treatment of dental disease in children; improve the training of providers to work with children birth to age 5

Summary: Main component, First Smiles; provider training

Results: 2007 evaluation showed the 13,000 professionals trained learned new information or skills

Migrant Education Even Start

Term of Funding: 2003-08

Investment: \$11.8 million

Partner: California Department of Education

Objective: To increase and improve existing services, parent education programs, child care slots and literacy of migrant workers and their children

Summary: Enrolled 7,427 children and parents; provided funds to 23 migrant education regions throughout 46 counties; created 99 new project sites statewide over the targeted 60 sites; assisted over 400 families to receive licensed child care; increased by 30% the hours of services to children and their caregivers; provided transportation to approximately 3000 children.

Result: Improved developmental screenings from 60.9 to 81.5%

Kit for New Parents

Current Term of Funding: 2007-10

Investment: \$23 million for current term

Partners: All county commissions

Objective: To provide parenting information to first time parents

Summary: Free, comprehensive tool kit in English and Spanish

Results: 2.5 million *Kits* distributed since 2001; 2004 evaluation: majority of caregivers changed thinking in the areas of child safety practices, ideas on how to help babies learn, tips for feeding solid foods and breastfeeding tips

ABCD Constructing Connections

Term of Funding: 2004-07; 2007-10

Investment: currently \$3 million; total First 5 California funding \$6 million

Partners: 11 county commissions

Objective: To increase child care spaces by ensuring greater access to financing and support

Summary: Facilitate and streamline processes for increasing the number of child care centers

Results: Develop 11,002 child care spaces (2,641 operating)

Tobacco Cessation

Term of Funding: 2001-09

Investment: \$6.1 million

Partner: California Department of Public Health

Objective: To decrease the number of pregnant women, parents, and caregivers of 0-5 children who smoke

Summary: Smokers' Helpline and resources

Result: Receive over 40,000 callers per year of which 20% are from pregnant smokers or smoking parents of children 0-5

PUBLIC COMMENT:

Representatives of local School Readiness programs described the success of their programs that may not be evident in the statewide evaluation and how First 5 programs truly impact the lives of children and families.

Representatives of Merced and Kings County Offices of Education expressed concern regarding the CARES program expiring in 2009, describing the CARES program as being the most effective program in increasing the quality of child care and education, and urged the commission to continue funding of the CARES program.

Jim Moore (School Readiness Coordinator, First 5 Tulare) described why it took time to gear up the school readiness programs, including problems contracting with schools and waiting for the schools to complete their hiring process, but indicated that data is now available from developmental screenings administered during participating children's 3rd year, 4th year, and upon entering kindergarten. Every SR program in Tulare has a staff person who is of the major ethnic group served and who speaks the language of those being served.

Agenda Item 12 – Adjournment

Vice Chair Kears moved for adjournment of the commission meeting. The motion was seconded by Commissioner Dartis and was approved by a unanimous vote of the members present. The next scheduled commission meeting is January 24, 2008, in Sacramento.